

ATTACHMENT 1

	Bulletins Developed	Total Recipients	Total Delivered	Unique Email Opens	Unique Email Open Rate	Wireless Recipients
Comparisons:						
January, 2025	25	242,268	214,852	20,893	14.90%	90,903
December, 2024	32	350,956	311,634	29,373	14.70%	134,905
November, 2024	24	187,537	167,321	16,364	14.50%	65,730
October, 2024	30	282,844	252,380	24,188	14.50%	102,850
September, 2024	21	188,362	167,673	15,322	13.80%	68,343
August, 2024	25	212,439	189,942	18,274	14.30%	59,517
July, 2024	13	94,658	84,329	8,360	14.50%	32,234
June, 2024	13	114,839	102,709	9,751	14.20%	40,902
May, 2024	19	160,753	143,855	13,815	14.20%	56,413
April, 2024	33	272,560	244,326	22,981	14.00%	97,242
March, 2024	26	155,690	136,634	15,275	16.30%	52,425
February, 2024	20	95,632	84,205	9,221	15.80%	31,340
January, 2024	11	34,035	29,587	3,241	14.90%	9,635
December, 2023	25	169,934	150,140	15,915	16.10%	61,797
Date Sent	Top 10 Most Read Bulletins During January				Emails Opened	Email Open Rate
01/03/2025 08:00 AM PST	REMINDER! MEDINA - JOIN YOUR NEIGHBORS TO LEARN ABOUT MIDDLE HOUSING				1,710	13%
01/09/2025 04:29 PM PST	Community Bulletin - Reminder & Agenda - Emergency Preparedness Meeting - January 22nd				2,405	17%
01/10/2025 02:59 PM PST	NE 12th Street Pedestrian Improvement Project Returns!				1,695	15%
01/10/2025 10:40 PM PST	Community Bulletin - Police Activity - Burglary Suspect Apprehended				3,262	19%
01/13/2025 03:04 PM PST	Community Forum – Middle Housing (In-Person or Online via Zoom) January 15, 2025 6 to 8PM				1,723	14%
01/17/2025 02:29 PM PST	Community Bulletin - Save the Date - Community Forum - February 5th				2,455	17%
01/21/2025 01:30 PM PST	Community Bulletin - Tomorrow - Emergency Preparedness Meeting				2,325	16%
01/23/2025 01:12 PM PST	Upcoming Projects and their Potential Impact on You				1,577	14%
01/23/2025 02:00 PM PST	Community Bulletin - Save the Date - Coffee with the Chief - February 19th				2,286	17%
01/28/2025 03:45 PM PST	Middle Housing Survey Closes February 14th! - Share Your Thoughts Now				1,647	14%